

01

What problems are our customers facing?

Who is currently solving that problem?

02

What are the key activities our value propositions require?

03

To satisfy our customers, what are the key resources we need?

04

What value do we deliver to our customers?

05

What type of relationship does each segment of customers expect?

06

How do we reach each of our customer segments?

07

For whom are we creating value?

08

In our business model, what are the most important costs?

09

What value are our customers willing to pay for?